

Sarah Conine

ENG 403

Classical Rhetoric

Five Canons of Rhetoric:

1. Inventio – Latin for invention or discovery
Originative - Concerns the method for finding arguments.
 - Non-artistic: laws, contracts, etc. Something you should know, but not inventing.
 - Artistic: rational appeal (logos), emotional appeal (pathos), ethical appeal (ethos)
 - Rational: argument to affirm or negate statements and generalizations
 - Emotional: playing on the strings of emotions
 - Ethical: gaining trust, becoming one with the people, appearing intelligent
2. Dispositio – disposition, arrangement, organization
Organizing – effective and orderly arrangement of the parts of a discourse
Once ideas or arguments are discovered there remains the problem of selecting, marshalling, and organizing them with a view to effecting the end of the discourse.

Most potent of Five Canons.

Aristotle felt there were two parts to a speech:

- the statement of case
- the proof

In practice he taught:

- introduction
- conclusion

Latin Rhetoric (Quintilian)

6 parts

- 1 – Introduction (exordium)
- 2 – Statement of case (narratio)
- 3 – Outline of points (divisio)
- 4 – Proof (confirmatio)
- 5 – Refuting opposing arguments (confutatio)
- 6 – Conclusion (peroratio)

** Use “available means of persuasion.” You can remove or rearrange if circumstances require to better persuade. (i.e. refute opposition before arguing your points)

3. Elocutio – style
Style is hard to put into words.
 - Buffon “style is the man”

- Swift “proper words in proper places”
- Newman “style is a thinking out into language”
- Blair “the peculiar manner in which a man expresses his conceptions”

Various terms were used for style with three basic levels:

- low/plain: appropriate for instructing (docendi)
- middle/forcible: appropriate for moving (movendi)
- high/florid: appropriate for charming (delectandi)

This canon focuses on choice of words, arrangement of words (periods: syntax, patterns, conjunctions, rhythmic patterns), tropes and figures (schemata).

4. Memoria – memorizing speeches

This is a skill and not much focus is placed on instructing in this skill.

5. Pronuntiatio – delivery - acting

- Practice, practice, practice...
- This includes management of voice and gestures (actio): pitch, volume, emphasis, pausing, paraphrasing, stance, posture, eyes, facial expressions

Leading Journals

Advances in the History of Rhetoric <http://www.advances.umd.edu>

Classical Antiquity <http://ucpressjournals.com/journal.asp?j=ca>

The Classical Quarterly <http://journals.cambridge.org/action/displayJournal?jid=CAQ>

Journal of Hellenistic Studies <http://www.hellenicsociety.org.uk/frame.htm>

Philosophy and Rhetoric http://www.psupress.org/journals/jnls_pr.html

Pre/Text <http://www.pre-text.com/pt/>

Quarterly Journal of Speech <http://www.tandf.co.uk/journals/RQJS>

Rhetoric Review <http://www.rhetoricreview.com>

Rhetoric Society Quarterly <http://www.tandf.co.uk/journals/RRSQ>

Rhetorica <http://ucpressjournals.com/journalSoc.asp?jIssn=0734-8584>

Yale Classical Studies <http://www.cambridge.org/series/sSeries.asp?code=YCS>

Relevant Organizations

American Society for the History of Rhetoric <http://www.ashr.org>

International Society for the History of Rhetoric <http://ishr.cua.edu>

National Communication Association <http://www.natcom.org>

Rhetoric Society of America http://associationdatabase.com/aws/RSA/pt/sp/Home_Page

Relevant Web Sites

Rhetoric and Composition <http://rhetoric.eserver.org>

Silvae Rhetoricae <http://humanities.byu.edu/rhetoric/Silva.htm>

Works Cited

Corbett, Edward P.J., Connors, Robert J., *Classical Rhetoric for the Modern Student*, Fourth Edition, Oxford University Press, New York, 1999.

Crowley, Sharon, Hawhee, Debra, *Ancient Rhetorics for Contemporary Students*, Third Edition, Pearson – Longman, New York, 2004.

D'Angelo, Frank J., *Composition in the Classical Tradition*, Allyn and Bacon, Boston, MA, 2000.

Glenn, Cheryl, Adams, Heather Brook, National Council of Teachers of English, <http://www.ncte.org/college/briefs/classical>, Accessed: 9/7/2011 10:37AM.